



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Dallas, AL

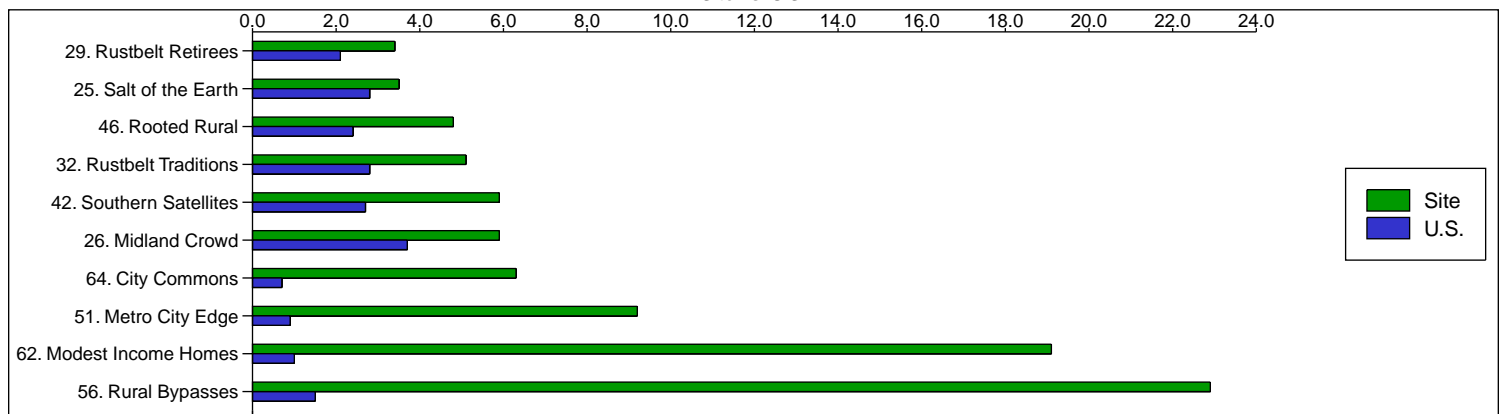
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	56. Rural Bypasses	22.9%	22.9%	1.5%	1.5%	1514
2	62. Modest Income Homes	19.1%	42.0%	1.0%	2.5%	1883
3	51. Metro City Edge	9.2%	51.2%	0.9%	3.4%	971
4	64. City Commons	6.3%	57.5%	0.7%	4.1%	930
5	26. Midland Crowd	5.9%	63.4%	3.7%	7.8%	158
	Subtotal	63.4%		7.8%		
6	42. Southern Satellites	5.9%	69.3%	2.7%	10.5%	215
7	32. Rustbelt Traditions	5.1%	74.4%	2.8%	13.3%	179
8	46. Rooted Rural	4.8%	79.2%	2.4%	15.7%	196
9	25. Salt of the Earth	3.5%	82.7%	2.8%	18.5%	128
10	29. Rustbelt Retirees	3.4%	86.1%	2.1%	20.6%	160
	Subtotal	22.7%		12.8%		
11	14. Prosperous Empty Nesters	3.1%	89.2%	1.8%	22.4%	169
12	60. City Dimensions	2.5%	91.7%	0.9%	23.3%	293
13	18. Cozy and Comfortable	2.5%	94.2%	2.8%	26.1%	89
14	50. Heartland Communities	1.6%	95.8%	2.2%	28.3%	75
15	33. Midlife Junction	1.3%	97.1%	2.5%	30.8%	54
	Subtotal	11.0%		10.2%		
16	57. Simple Living	1.1%	98.2%	1.4%	32.2%	81
17	41. Crossroads	1.0%	99.2%	1.5%	33.7%	67
18	34. Family Foundations	0.7%	99.9%	0.9%	34.6%	87
	Total	99.9%		34.6%		288

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



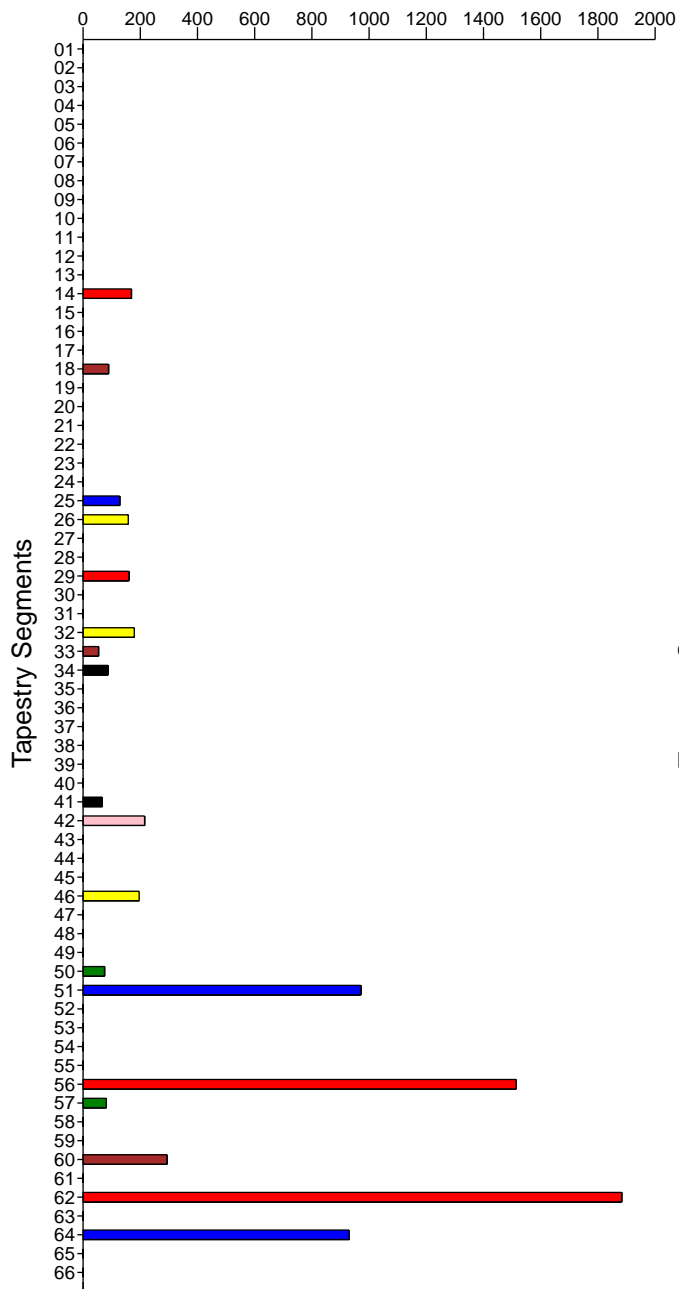
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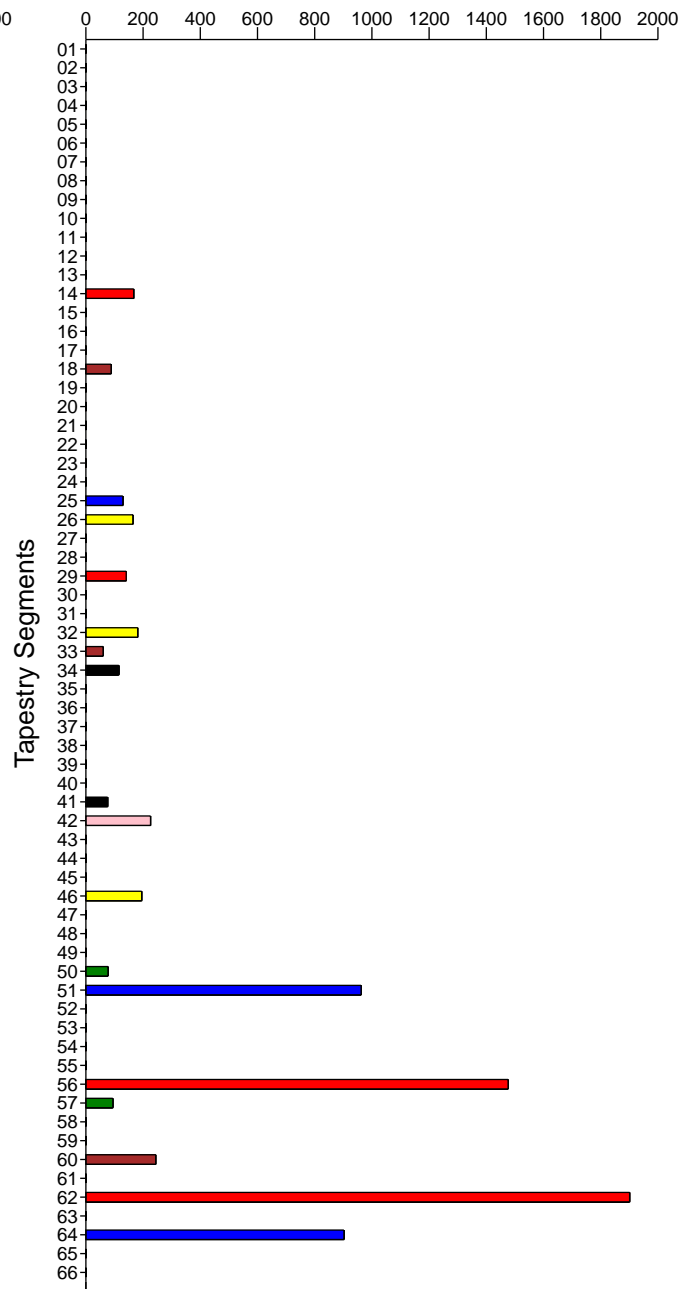
Tapestry Indexes by Households

Index



Tapestry Indexes by Population

Index



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Dallas, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	17,355	100.0%		43,542	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	439	2.5%	18	1,076	2.5%	18
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	439	2.5%	89	1,076	2.5%	88
L3. Metropolis	4,896	28.2%	536	12,774	29.3%	558
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,589	9.2%	971	4,323	9.9%	962
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	3,307	19.1%	1883	8,451	19.4%	1901
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,603	9.2%	74	3,508	8.1%	77
14 Prosperous Empty Nesters	542	3.1%	169	1,225	2.8%	167
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	583	3.4%	160	1,160	2.7%	141
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	279	1.6%	75	645	1.5%	77
57 Simple Living	199	1.1%	81	478	1.1%	94
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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LifeMode Groups
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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	17,355	100.0%		43,542	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	442	2.5%	31	962	2.2%	23
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	442	2.5%	293	962	2.2%	244
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,096	6.3%	81	2,879	6.6%	72
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	1,096	6.3%	930	2,879	6.6%	902
L10. Traditional Living	1,241	7.2%	82	3,139	7.2%	87
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	881	5.1%	179	2,111	4.8%	181
33 Midlife Junction	232	1.3%	54	573	1.3%	60
34 Family Foundations	128	0.7%	87	455	1.0%	115
L11. Factories & Farms	5,610	32.3%	341	13,942	32.0%	343
25 Salt of the Earth	615	3.5%	128	1,536	3.5%	129
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,019	5.9%	215	2,634	6.0%	226
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	3,976	22.9%	1514	9,772	22.4%	1476
L12. American Quilt	2,028	11.7%	126	5,262	12.1%	131
26 Midland Crowd	1,022	5.9%	158	2,735	6.3%	164
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	176	1.0%	67	527	1.2%	76
46 Rooted Rural	830	4.8%	196	2,000	4.6%	195
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Dallas, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	17,355	100.0%		43,542	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	1,096	6.3%	134	2,879	6.6%	119
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	1,096	6.3%	930	2,879	6.6%	902
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	570	3.3%	30	1,417	3.3%	33
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	128	0.7%	87	455	1.0%	115
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	442	2.5%	293	962	2.2%	244
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	881	5.1%	46	2,111	4.8%	43
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	881	5.1%	179	2,111	4.8%	181
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Total	17,355	100.0%		43,542	100.0%	
U6. Urban Outskirts II	5,095	29.4%	571	13,252	30.4%	577
51 Metro City Edge	1,589	9.2%	971	4,323	9.9%	962
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	199	1.1%	81	478	1.1%	94
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	3,307	19.1%	1883	8,451	19.4%	1901
U7. Suburban Periphery I	542	3.1%	20	1,225	2.8%	17
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	542	3.1%	169	1,225	2.8%	167
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,254	7.2%	74	2,809	6.5%	71
18 Cozy and Comfortable	439	2.5%	89	1,076	2.5%	88
29 Rustbelt Retirees	583	3.4%	160	1,160	2.7%	141
33 Midlife Junction	232	1.3%	54	573	1.3%	60
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	455	2.6%	54	1,172	2.7%	59
41 Crossroads	176	1.0%	67	527	1.2%	76
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	279	1.6%	75	645	1.5%	77
U10. Rural I	1,637	9.4%	83	4,271	9.8%	86
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	615	3.5%	128	1,536	3.5%	129
26 Midland Crowd	1,022	5.9%	158	2,735	6.3%	164
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	5,825	33.6%	436	14,406	33.1%	437
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,019	5.9%	215	2,634	6.0%	226
46 Rooted Rural	830	4.8%	196	2,000	4.6%	195
56 Rural Bypasses	3,976	22.9%	1514	9,772	22.4%	1476
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